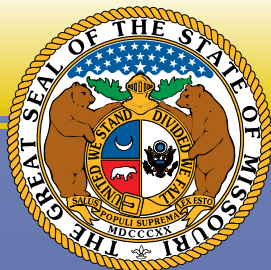


Organized by the Missouri Department of Economic Development's International Trade and Investment Office,
the lead agency for export assistance in the State of Missouri

Join Governor Jay Nixon on a
Trade Mission to
Italy, Germany, Turkey

October 4-12, 2014





An invitation from

Governor Jay Nixon

"It's pretty simple: Selling more Missouri products around the globe creates more good jobs for Missourians at home."



"The number of Missouri companies exporting has grown by 27 percent over the past three years to more than 6,000, many of them small businesses, in communities across the state, selling quality products throughout the world."

Governor's Trade Mission to Italy, Germany and Turkey October 4-12, 2014

Governor Jay Nixon will be leading a trade mission to Italy, Germany and Turkey from October 4-12, 2014, providing a unique opportunity to meet directly with pre-qualified potential buyers of your products. Each country provides attractive markets for Missouri goods; detailed market overviews are available for your review.

In cooperation with the U.S. Foreign Commercial Service, the DED International Team will coordinate company meetings and networking activities for Trade Mission partners in Milan, Munich and Istanbul with companies that have expressed an interest in the products or services you have to offer. In addition, we will provide market research and briefings, assistance with transportation, and help with other logistical issues. We will also be available for follow up after the trip to help finalize sales.

Past trade missions led by Gov. Nixon have resulted in significant trade agreements and partnerships and the sale of Missouri goods by participating companies. The countries included on this mission offer prime opportunities for Show Me State companies.

Milan, Italy boasts an impressive array of local and multinational companies specializing in financial services, telecommunications and information technology, automotive, fashion and textiles, as well as a rising biotech and life sciences sector. Although Rome is Italy's political heart, Milan is Italy's economic and financial center, boasting a thriving economy.

Munich is well-known as the economic powerhouse and strongest regional economy in Germany. Although an ancient city, it is the seat of some of the most modern technologies in the world, utilized by German flagship companies including Siemens, BMW, MAN truck, and Allianz. Smaller, but well known, names like MTU Aero and Kraus-Maffei are also headquartered there. Munich also has a growing biotech and IT sector with a sophisticated workforce and strong consumer and corporate buying power.

Istanbul dominates and influences the culture, economy, history and tourism of Turkey. While Turkey is not yet a member of the EU, its economy is closely linked and continues to grow with its EU partners. Advanced manufacturing, education services and tourism are key economic sectors.

Some trade mission expenses may be reimbursable through the Global Market Access Program (G-MAP), to eligible companies.



Department of Economic Development

"Last year alone, Missouri companies exported \$12.9 billion in goods to 189 countries," said Gov. Jay Nixon.

ExportMissouri.mo.gov

Three Countries Offer Huge Opportunities in Many Sectors

Italy Market Overview

U.S. interest is focused on manufacturing, computer services and software, and energy, with significant industrial relationships in the aerospace and automotive sectors. In 2013, the U.S. was Italy's 8th largest supplier.

U.S. firms are finding opportunities in sectors where new government programs are creating demand. This includes sectors where there is little to no direct competition, and where the U.S. products offer technological, design or price advantages. Key sectors meeting this description in Italy include: Advanced Manufacturing; Airport and Ground Support Equipment; E-commerce; Green Building; Mobile Communications; Motorcycles; Private Equity; Travel and Tourism; and Processed-foods Market.

Germany Market Overview

Commodities that are largely imported by Germany currently are machinery, data processing equipment, vehicles, chemicals, oil and gas, metals, electric equipment, pharmaceuticals, foodstuffs, and agricultural products. Currently, Germany maintains the 6th largest market for U.S. exports. Even though slow annual growth is predicted due to Eurozone uncertainty, Germany is fully expected to remain a top importer of U.S. goods in the future.

High productivity, first-class infrastructure, a skilled labor force, and first-class engineering, along with its advantageous geographic location, make Germany a prime market for U.S. companies. A well developed market such as Germany will require new entrants to provide innovative products with high quality and modern styling. In the past several years the country has seen an increase in U.S. imports in several key industries which include: IT and Software, Drugs and Pharmaceuticals, Medical Equipment, Agriculture, and Industrial Chemicals.

Turkey Market Overview

Turkey's rising middle class has resulted in an explosion of consumer demand. The country is also home to a young, educated labor force, with over half its population under the age of 30. GDP per capita growth has more than tripled over the past decade, as Turkey moves toward its goal of becoming a Top 10 economy by 2023.

Major U.S. firms have made new investments in Turkey the past few years and over 1,200 American companies, ranging from large multinationals to small and medium size firms, are registered to do business there. Because of its close proximity to markets in Europe, the Middle East, and Central Asia, Turkey serves as a regional hub for many American companies.

Key sectors for exports to Turkey include: Energy; Telecommunications services; Safety and security equipment/services; Auto Parts; Medical Equipment; R&D; Transportation; Infrastructure and Higher education services.



Registration Deadline:

August 29, 2014

TRADE MISSION INCLUDES:

- One-on-one appointments will be scheduled for each country with pre-qualified companies that have expressed an interest in your company's products/services
- U.S. Department of Commerce Gold Key Service (GKS)
- Networking Opportunities
- One-on-one Company Meetings
- Business Protocol
- Market Research
- Foreign Company Briefings
- Agent/Distributor Search
- Delegation Directory
- Airport Transfers & Logistics Assistance
- Lodging Reservation Assistance

Costs for airfare, lodging, ground transportation, incidentals and meals will be the responsibility of the participant.

Finance Assistance: G-MAP funding for reimbursement for some trade mission expenses may be available to eligible firms.



Tentative Schedule

Arrival—Saturday & Sunday, October 4th & 5th

- Depart Missouri and arrive in Milan, Italy
- Transport to hotel for check-in

Milan, Italy—Monday, October 6th

- One-on-one appointments for participants
- Networking events

Munich, Germany—Tuesday & Wednesday, October 7th & 8th

- One-on-one appointments for participants
- Networking events
- Country and market briefings

Istanbul, Turkey—Thursday & Friday, October 9th & 10th

- One-on one appointments for partners
- Networking events
- Country and market briefings

Departure—Saturday & Sunday, October 11th & 12th

- Delegation departs Istanbul for Missouri

Itinerary

Most delegation participants will depart Missouri on Saturday for arrival Saturday or Sunday in Milan, Italy, the first destination of the mission agenda. Participants will be briefed prior to Monday's activities, which will include one-on-one meetings and networking events before departing Monday evening for Germany. One-on-one meetings and networking events will take place in Munich on Tuesday and Wednesday, before departure Wednesday for Istanbul, Turkey, where two days of one-on-one meetings and networking events are planned. Most of the delegation will leave on Friday evening or Saturday for return to Missouri over the weekend.

Participants **may select** to go to one, two, or all locations of the trip. Meetings will be scheduled in any or all locations, with candidates pre-qualified by the U.S Department of Commerce, and that have in interest in your products or services.

WHO: Governor Jay Nixon and Missouri companies looking for new or increased export opportunities in Italy, Germany and Turkey

WHEN: October 4-12, 2014

WHERE: Departing October 4 with stops in Milan, Munich and Istanbul

COST: **\$2,500** for one market. Two markets **\$5,000**. Three markets **\$6,500 (Discounted rate)**

DEADLINE: August 29, 2014

Registration Form:

Company Name: _____

Contact Name: _____

Contact Address: _____

Phone: _____

Fax: _____

Email: _____

Website: _____

Contact Information: **Export**
Missouri

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M I S S O U R I

Department of Economic Development

Is this trip right for my company?

Whether you are looking to expand current export sales or export products for the first time, this mission can put you in touch with pre-qualified companies that have expressed an interest in your products/services. You will have the prestige of a Governor's Trade Mission and the support of the Department of Economic Development's International Team to enhance your opportunities for success. If you have questions, or want additional information, call any of our trade counselors to discuss or e-mail us at exports@ded.mo.gov